



CASE STUDY

RHODE ISLAND QUALITY INSTITUTE



CLIENT

Rhode Island Quality Institute, Providence, RI
RIQI is a center of collaborative innovation that advances health and healthcare transformation.

PROJECT

Drive awareness of and engagement with CurrentCare—Rhode Island’s statewide health information exchange—among medical providers and individual consumers.

CHALLENGE

Re-craft messaging and develop creative to connect and engage with key audiences.

SOLUTION

Following research, discovery and the development of a messaging matrix, we created and launched an education and information campaign to drive traffic to the CurrentCare program website.

RESULTS

The campaign reenergized and expanded provider participation, created new awareness and engagement opportunities with third party stakeholders and drove increased monthly patient enrollments.



STRATEGIC COMMUNICATION

Good Thinking LITOSSC.COM

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CAMPAIGN LOGO





CASE STUDY

Reason No. 14

Why you need CurrentCare

Your 82-year-old mother takes six different medications. Could you name them all in an emergency?

You shouldn't have to.

CurrentCare ensures that your pharmacy and your doctors are a team, managing your medications accordingly.



For so many reasons, CurrentCare offers you powerful peace of mind when it comes to your health and that of your family.

Doctors, hospitals, pharmacies and labs work as one for you, secure in the knowledge that their approach is consistent, cohesive and coordinated - in other words, what's best for you. From the doctor's office to the delivery room to the emergency room, seamless coordination is the new standard of care. And you're going to love it.



CurrentCare is available now. All it takes for you to benefit is your say-so. Ask your healthcare provider about CurrentCare today, visit www.currentcareri.org, or call 888-858-4815.

Reason No. 23

Why you need CurrentCare

You don't like needles, but you just had blood tests repeated because the specialist you were referred to couldn't access your previous results.

Ouch.

CurrentCare can eliminate the need for duplicate blood work and other tests, which means avoiding unnecessary needles - and the extra co-payments that come with them.



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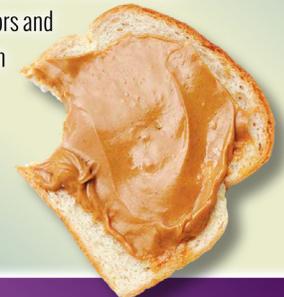
Reason No. 27

Why you need CurrentCare

Your 15-year-old babysitter knows your children have peanut allergies, but the doctors and nurses in the Emergency Room at your local hospital do not.

Sounds nuts, doesn't it?

CurrentCare provides accurate, up-to-date information to providers.



For so many reasons, CurrentCare offers you powerful peace of mind when it comes to your health and that of your family.

Doctors, hospitals, pharmacies and labs work as one for you, secure in the knowledge that their approach is consistent, cohesive and coordinated - in other words, what's best for you. From the doctor's office to the delivery room to the emergency room, seamless coordination is the new standard of care. And you're going to love it.

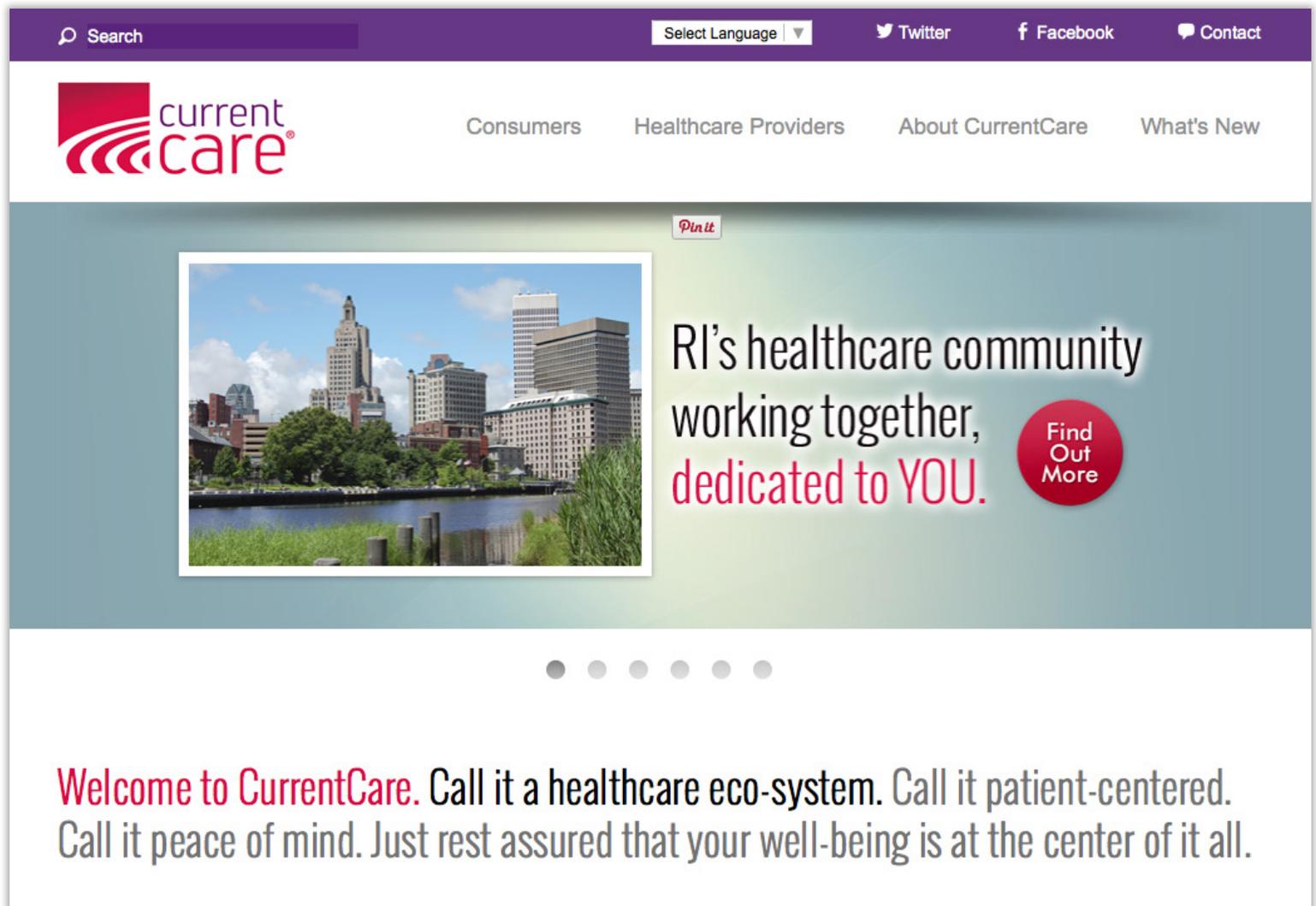


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CASE STUDY

CORPORATE WEBSITE



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current care® Consumers Healthcare Providers About CurrentCare What's New

Pin it

RI's healthcare community working together, dedicated to YOU. Find Out More

Welcome to CurrentCare. Call it a healthcare eco-system. Call it patient-centered. Call it peace of mind. Just rest assured that your well-being is at the center of it all.



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DYNAMIC
WEBSITE GRAPHIC

The graphic features a central white circle containing the word "YOU" in large, white, sans-serif font. Surrounding this central circle are six rectangular panels, each with a different healthcare-related image and a purple label:

- Physicians:** Two doctors in white coats, one holding a clipboard, talking.
- Hospitals:** A long, bright hospital hallway with people in blue scrubs.
- Labs:** A person in a lab coat and mask looking through a microscope.
- Insurers:** A person pointing at a "Medical Insurance Claim Form" on a tablet.
- Pharmacies:** A close-up of a prescription medicine bottle with text: "Pharmacy Prescription Medication TAKE 1 TABLET TWICE A DAY AS NEEDED".
- X-rays & Imaging:** A person lying on a table for an X-ray or imaging procedure.



CASE STUDY

BROCHURE

Rhode Island's healthcare community working together, dedicated to your good health and that of your family.

CurrentCare makes it happen.



CurrentCare is available at no cost to you. Sign up today!

...e to CurrentCare. ...thcare eco-system. ...t-centered. ...of mind. ...red that your well-being ...r of it all.

...place for question marks - on either ...e. Fortunately, just by enrolling in ...inate all guesswork for good.

...? What were the results of your last ...e last time you had bloodwork?

...al records are only as valuable ...o access them. Otherwise, it's ...bank that you can't touch. The ...ers a more complete picture of your ...it all times. Thanks to CurrentCare, ...acies and labs can use technology ...y, they ensure that their approach ...cohesive and coordinated - ...for you.

...to enroll.

...ow to fill out our simple form and submit it to your doctor's office. ...ntcareri.org. Just click the "Enroll Now" graphic that's prominently displayed throughout the site. ...to complete the online enrollment process.

...ctor and other healthcare providers access to a more complete view of your health records and ...omes a better caregiver - and you become a much less mysterious patient.

Need another reason?
We've got plenty of them, but here's

Reason No. 14

Why you need CurrentCare

Your 82-year-old mother takes six different medications. Could you name them all in an emergency?

You shouldn't have to.

CurrentCare ensures that your pharmacy and your doctors are a team, managing your medications accordingly - or, when she enrolls, your mother's. In fact, with CurrentCare, an entire healthcare team coordinates around you and all other family members who choose to enroll.

